

## ORDER



Orders	Order / Rev:	168620
	Alt Order #:	06361689
	Product Desc:	ROMNEY / RNC
	Estimate:	278
	Flight Dates:	10/03/12 - 10/09/12
	Original Date / Rev:	10/02/12 / 10/02/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>American Rambler Productions</b>
	<b>Buying Contact:</b>	<b>Stephanie Kincaid</b>
	<b>Billing Contact:</b>	
		<b>139 Conant Street</b>
		<b>Beverly, MA 01915</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/M Romney/R/Pres/US
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00 \_\_\_\_\_  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	41	\$24,650.00	\$20,952.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$24,650.00	\$20,952.50	0.00
<b>Totals</b>	<b>41</b>	<b>\$24,650.00</b>	<b>\$20,952.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	13%	\$24,650.00
Market	100%	\$189,615.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$62,573.08
WITI	42%	\$79,638.46
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	12%	\$22,753.85
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/03/12	10/04/12	Morning News M-F 6a - 7a	CM	6a-7a	--WT---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---		2				\$50.00		0.00			
E 2	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$50.00		0.00			

Order / Rev: 168620  
 Alt Order #: 06361689  
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Poli/M Romney/R/Pres/US  
 Product Desc: ROMNEY / RNC  
 Estimate: 278

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/03/12	10/04/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	--WT---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---					2	\$50.00		0.00			
E 4	WDJT	10/08/12	10/08/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$50.00		0.00			
E 5	WDJT	10/08/12	10/08/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$350.00		0.00			
E 6	WDJT	10/03/12	10/03/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	--1----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----					1	\$350.00		0.00			
E 7	WDJT	10/03/12	10/04/12	News at Noon News at Noon	CM	12p-1230p	--WT---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WT---					2	\$150.00		0.00			
E 8	WDJT	10/08/12	10/08/12	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$150.00		0.00			
E 9	WDJT	10/03/12	10/03/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----					1	\$300.00		0.00			
E 10	WDJT	10/08/12	10/08/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$300.00		0.00			
E 11	WDJT	10/08/12	10/09/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 12	WDJT	10/03/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$750.00		0.00			
E 13	WDJT	10/03/12	10/05/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$750.00		0.00			
E 14	WDJT	10/08/12	10/09/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$750.00		0.00			
E 15	WDJT	10/03/12	10/05/12	M-F Late News M-F Late News	CM	10p-1035p	--WTF--	:30	3	\$375.00	LUR	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$375.00		0.00			
E 16	WDJT	10/08/12	10/09/12	M-F Late News M-F Late News	CM	10p-1035p	MT-----	:30	2	\$375.00	LUR	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----					2	\$375.00		0.00			
E 17	WDJT	10/06/12	10/06/12	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a		6a-9a	-----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

